

# LE SECTION



### New Nash Head For L. A. Company

Frank B. Hughes, veteran of the automotive industry, and one of the widest known and experienced men in the merchandising of automobiles and trucks, as well, comes to the Troy Motor Sales Company, Nash and LaFayette distributors for Southern California and Arizona, as sales manager of all retail business, according to an announcement made last week by Robert S. Breyer, head of the Troy organization in Los Angeles.

Hughes, with wide knowledge of both the passenger car and trucks is not unknown to Los Angeles automobile owners and to the local trade circles, because of a former connection with the Troy interests.

### REO STOPS HOLIDAY.

Greater production requirements of the Reo Motor Car Company have resulted in the recalling of factory forces at Lansing for Saturday work. Since early summer a majority of departments have enjoyed a full holiday on Saturday. The demand for speed wagons has necessitated cancellation of Saturday off.

for the fall months larger than we have ever before attempted. We are basing these plans on some good, hard facts. For instance, the registration of new motor cars in New York for June (selling for \$2000 or over) showed that C. H. Wills & Company stood third among all motor car manufacturers.

"The history and reputation back of our car and our company, we feel, justifies us in making plans for a 100 per cent increase in production in 1923."

### Tractor Stars In Many Roles

With thousands of persons passing the large exhibit at the Los Angeles Pageant of Progress each afternoon and night, and with people of all industries stopping to admire the performance of the little "wonder worker," the Fordson tractor operates the various contrivances just as though it were in a distant wheat field or in a lumber camp. Incidentally, "the Ford display has the greatest amount of space for any one exhibit.

And to prove its usefulness anywhere, the little engine propels a train over 400 feet of track. The engine is placed on special wheels and operates with the ease of an electric trolley.

Labor saving machinery of almost every description can take its motive power from the tractor, which demonstrates right at the exposition how the Fulton tower hoist is kept in motion and how the wood saws are kept running and how the new Oliver cultivator can be drawn through an orchard,

### McDowell Proves Good Fisherman

A recent visitor to Torrance and Lomita last week was "Auto Top" McDowell, of 242 North Pacific avenue, San Pedro. Mr. McDowell who was visiting friends in both cities is probably the best known auto painter and top builder in the Harbor district, where he is a pioneer in his line, having been the first to realize the possibilities of his trade in this section.

He has just returned from a fishing trip up back of Old Baldy, where he easily caught the limit each day during his stay.

## Attention Ford Owners!

Ford parts, like almost everything else worth while, are counterfeited. Imitation parts are manufactured to SELL at the highest possible rate of profit and the grades of steel used are consequently not the same high quality, specially heat-treated alloy steels specified in Ford formulas for the manufacture of GENUINE FORD PARTS.

Don't be misled—Insist upon GENUINE FORD PARTS made by the Ford Motor Company. By so doing you will get from 35 to 100 per cent more wear from them, and you will pay the lowest possible cost—the same everywhere.

**50% OF GENUINE FORD PARTS RETAIL FOR LESS THAN 10c EACH**

Ask for Parts Price List

When your Ford car, or Fordson tractor needs attention, call on us. For remember we are properly equipped, employ competent mechanics, and use Genuine Ford and Fordson parts in all repair work:

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Authorized Ford Dealers  
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The only 93 per cent Factory-built Car in America.

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Nash (four) Touring ..... \$1135

Compare these values with other cars in this price class.

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**We Stand Back of Our Work**  
ALL MAKES OF CARS REPAIRED AND OVERHAULED

Open Night and Day and Sundays

Gas and Oils PHONE 106 Accessories TORRANCE

**100 Carloads of Autos**

A record of 102 carloads of automobiles, either having arrived or "rolling" somewhere between Los Angeles and Detroit, Mich., within the past thirty days was announced this week by C. A. Doyle, sales manager for Union Motors, Inc., Maxwell distributors for Southern California, presaging a great immediate future for the Maxwell line

the greatest year ever in 1923, Doyle said.

Since the beginning of the present year Maxwell has risen in the State's registration lists by leaps and bounds until it now occupies sixth position in sales.

"Motorists realize more every day the transportation values that are being built into automobiles," Mr. Doyle said.

**FOR SALE**

Used car, with a piston ring, car wheels, one front spring, fenders, made of plank, lots of gas, hard to crank, motor busted half way through, missing, gas on two, years old, car in the spring, shock absorbers 'n' everything, makes miss, front axle bent, puncture, torn and rent, of speed runs like the deuce, other oil, tobacco juice, owner swears like sin, but—signed good car for the shape it's in.

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## Triumph for Value

past two months Firestone tires have set more tires similar in its history. rapidly increasing public preference of recognition by 's' of the greater values of Firestone. It is a tribute to men—stockholders in the 'all acted by the operation of Miles per Dollar.

are universally equipping with Firestone Cords.

There are many reasons for the high quality of Firestone tires but chief among the special manufacturing processes are double gum-dipping, thus eliminating internal friction by insulating each cord strand, and air-bag cure, insuring a well-balanced and perfectly shaped product.

Don't speculate in tires—you will find the right combination of price and quality in Firestone. Come in and let us tell you about the service these Cords are giving other car-owners whom you know.

# Firestone

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